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BT
UNCLAS TK

845 KERR FROM MORGENROTH/SEELY WA 701

ONE--IN ORDER TO STANDARDIZE LOGOGRAPH USAGE, REQUEST BUREAUS
HENCEFORTH USE FOLLOWING LOGOGRAPH FORMS:

ALFA: LOGOGRAPH FOR ALL INTERNATIONAL BROADCASTING SERVICES,
EXCEPT AS NOTED IN PARA BRAVO, BELOW:

(CITY OF ORIGIN) IN (LANGUAGE) TO (TARGET AREA)

BRAVO: INTERNATIONAL BROADCASTS WHICH REQUIRE AN EXCEPTIONAL
LOGOGRAPH FORM ARE THOSE IN ANY ONE PARTICULAR LANGUAGE WHICH ARE
REPEATED SUCCESSIVELY THROUGHOUT THE DAY TO DIFFERENT TARGET AREAS

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OR ARE DIRECTED SIMULTANEOUSLY TO SEVERAL WIDELY DIFFERENT TARGETS.
IN THESE CASES THE LOGOGRAPH SHOULD BE:

(CITY OF ORIGIN) (OVERSEAS, INTERNATIONAL, OR EXTERNAL AS
APPROPRIATE) SERVICE IN (LANGUAGE)

CHARLIE: THE LOGOGRAPH FOR CLANDESTINE BROADCASTS SHOULD BE:

(NAME OF BROADCASTING STATION) (CLANDESTINE) IN LANGUAGE TO (BEAM).

TWO: FOLLOWING ARE EXAMPLES, TAKEN FROM BUREAU COVERAGE , OF THE
FORMS STATED ABOVE:

MOSCOW IN JAPANESE TO JAPAN
MOSCOW IN KOREAN TO KOREA
PEKING IN MANDARIN TO TAIWAN
PYONGYANG IN JAPANESE TO JAPAN
PYONGYANG IN KOREAN TO JAPAN
PYONGYANG IN KOREAN TO SOUTH KOREA
SEOUL IN ENGLISH TO WESTERN NORTH AMERICA
SEOUL IN JAPANESE TO JAPAN
MOSCOW IN MONGOLIAN TO MONGOLIA
MOSCOW IN MANDARIN TO CHINA (0830, 1100)
MOSCOW (VIA PEKING) IN MANDARIN TO CHINA (0530)
MOSCOW IN MANDARIN TO CHINA AND SOUTHEAST ASIA (1000).

BT
26/1733Z

NNNN